

Herald to Publish Real Estate Section Beginning Next Month

The HERALD will begin publication of a real estate section in May, it was announced today by Glenn W. Pfeil, co-publisher and general manager.

You're Not Alone . . .
YOUR NEIGHBOR IS READING THE HERALD TOO!

The real estate section will be represented by Suburban Newspaper Ad Sales, recently formed by seven publishers of 44 leading Los Angeles County suburban newspapers.

The seven groups of newspapers, with a total combined circulation of 674,000, are the Baum Fleetwood McRae Newspapers; Deal Publications; Bulletin News and Herald Publications; Rodgers and McDonald Publications; Torrance Herald; El Monte Herald Publica-

tions; and United Western Newspapers.

"SUBURBAN Newspaper Ad Sales," according to Milton Spilberg, SNAS secretary, "will represent one of the largest specialized real estate advertising media in the country. This is a new concept of real estate advertising, and will be 'tailored' to the suburban home buyer and builder's needs."

The real estate section of The HERALD will carry news stories, features, tips on home

remodeling, buying and selling.

"Many builders and real estate people have been using this newspaper with good results. The new section will enhance their position by giving them and the home buyer a well-edited, specialized section," Spilberg added.

SPILBERG said Ron Colton will be The Herald publisher's representative for Suburban Newspaper Ad Sales. He will

headquarter at 3614 N. El Monte Ave., El Monte.

Colton was with the real estate advertising department of the former Los Angeles Examiner, and has a wide background in newspaper adver-

tising, public relations and reporting.

He has worked on newspapers in Miami, Florida, and Baltimore, Md. He is a graduate of the University of Baltimore.

Know Your Traffic Laws

Vacation time is fast approaching and during the summer months our streets and highways carry an abnormal amount of traffic. With this increased number of vehicles on the road the accident potential is thus greater. The demands made upon each driver is also increased. Having a knowledge of our traffic laws does a great deal to curb traffic accidents during this period but not to be overlooked is the mechanical condition of your car.

In addition to the mechanical condition of your vehicle being a safety factor, it can also be an expensive repair to you should your car break down, this could be costly not including valuable time lost while waiting for the repairs to be made.

A GREAT deal can be accomplished by each driver giving his vehicle an inspection checking for mechanical defects and making the necessary repairs. This inspection is important as it may well be the difference between a traffic accident or avoiding one in addition to being a savings to you. A mechanical breakdown could well cause you to have an abbreviated vacation or prevent you from having a vacation. Faulty equipment could cause you to spend your vacation in a hospital rather than what you planned.

Head the warning of the Torrance Safety Council. Give your vehicle a mechanical inspection and make the necessary repairs. The few dollars you will spend today might run into hundreds of dollars tomorrow.

BELOW is a suggested list of danger points to be checked.

1. Brakes
2. Tires
3. Front end alignment
4. Lights
5. Cooling system
6. Lubrication (include wheel bearing, etc.)
7. Broken glass lenses (cracked windshield, broken tail and stop light)
8. General mechanical tune-up (plugs, points, water pump, battery, wires, etc.)
9. Exhaust system
10. Windshield wipers

THE California Vehicle Code requires every registered owner and driver to maintain his vehicle and keep it in good

mechanical condition:
Vehicle Not Equipped or Unsafe

24002. It is unlawful to operate any vehicle or combination of vehicles which is in an unsafe condition, which is not equipped as required by this code, or which is not safely loaded.

INJURY ACCIDENTS		
Month	1961	1962
January	39	46
February	43	35
March	43	65
April	43	*

NONINJURY ACCIDENTS		
Month	1961	1962
January	57	33
February	44	48
March	64	46
April	49	*

FATALITIES		
Month	1961	1962
January	1	0
February	3	0
March	0	0
April	1	*

* Statistics not completed.

Circle K Gets Medal For Program

Circle K International, one of whose clubs serves the campus of El Camino College, has been awarded the George Washington Honor Medal for its college campus citizenship program in 1961, it was announced by Chapter President Rel James.

This is the second consecutive year that Circle K International has been honored by the Freedoms Foundation. Specifically, Circle K's work in promoting active citizenship by participating in service projects on the campus was singled out for praise by the Freedoms Foundation.

A FREEDOMS Foundation award enjoys the same prestige and significance in the community service field that the "Oscar" does in the motion picture industry and the "Emmy" of the television world.

Though Circle K International is a relatively new organization—now in its seventh year—it already numbers more than 7,500 members on about 385 college campuses in the United States and Canada. Circle K is the fastest growing service organization on college campuses. Seventy-five new clubs were chartered during 1961.

Circle K is a service club sponsored by a local Kiwanis club which voluntarily assumes the leadership responsibilities in its respective college and host community.

In TORRANCE
Everyone Reads
the HERALD

Happy Easter

- EASTER LILIES
- BLOOMING POTTED PLANTS
- HYDRANGEAS
- GLOXINIA, etc.



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Edison Co. Helps Place 73 Southland Industries

Southern California Edison Co. helped bring 37 new industrial plants with estimated payrolls totalling more than \$90 million into Southern and Central California during 1961.

According to a recently released summary of the year's activities of the electric company's Area Development department these new plants created approximately 13,600 new jobs in the Southland, according to L. E. Jenkins, Edison's district manager.

THE AVERAGE yearly pay for these new positions was \$6,869, adding \$93.8 million to the Southland's total industrial payroll.

Of these totals, about 1,592 employment opportunities were opened and approximately \$9.8 million were added to payrolls in the area of Edison's Southern division, which includes this community, he said.

Statistics of the Economic Research department of the United States Chamber of Commerce reveal that the 37 new plants will also increase personal income in the Southland by an additional \$80 million; boost retail sales an estimated \$49 million, and raise bank deposits by about \$37 million.

IN ADDITION, Jenkins pointed out, 546 retail businesses will be opened; 15,295 new households will be located here, and 10,105 related jobs will be created.

Because of the many benefits for the local economy which result from industrial growth, Edison expanded its area development department last year. The number of personnel on the staff was increased and "prospecting" activities were broadened.

"Plant location has become a complex matter. Industry, today, is looking for much more than just a factory site. Its interests range from the local tax structure to the parks and recreation programs available to its employees," Jenkins said.

HE POINTED out that although the Southland has many assets with which it can lure new industries, it is competing with numerous other regions in the nation which also

have aggressive industrial development programs.

For its part in bringing new industry here, Edison is advertising in national financial publications, graphically pointing out the advantages of Southland communities as plant sites. The electric company's staff mailed personal letters to 415 of the country's top corporations and offered them detailed information on southern and central California from an industrial standpoint.

THEY ALSO worked closely with community leaders and planners in building a "climate" here favorable to desirable new industries.

The result, he said, was that the electric company's list of actively interested industrial prospects spiraled to a record high in 1961. This list is growing even faster this year.

Notice

A story published in The HERALD on April 1 reporting the arrest on the previous March 29 of Mac Frankel on Municipal Court Warrent charging him with violating provisions of the Business and Professional Code of California has been objected to by Frankel.

He specifically objects to the headline and to one sentence within the story, and pursuant to his objections, those stand retracted.

In reporting on the arrest, The HERALD did not nor does not intend to imply that Frankel was guilty of the accusation made against him.

THE HERALD

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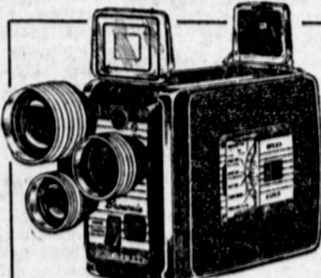
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